GOVERNMENT OF INDIA
PETROLEUM AND NATURAL GAS
LOK SABHA

STARRED QUESTION NO:161
ANSWERED ON:03.08.2006
ADVERTISEMENTS BY ONGC
Mahato Shri Sunil Kumar

Will the Minister of PETROLEUM AND NATURAL GAS be pleased to state:

(a) whether the Oil and Natural Gas Corporation Limited (ONGC) has been incurring sizeable amount of expenditure on advertisements on Television and other media;

(b) if so, the details of the expenditure incurred during each of the last three years;

(c) the reasons for incurring such huge amount on advertisements; and

(d) the benefits accrued / likely to be accrued therefrom?

Answer

MINISTER OF PETROLEUM & NATURAL GAS (SHRI MURLI DEORA)

a) to (d) :- A statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) to (d) OF THE LOK SABHA STARRED QUESTION NO. 161 (1ST POSITION) BY SHRI SUNIL KUMAR MAHATO TO BE ANSWERED ON 03.08.2006 REGARDING `ADVERTISEMENTS BY ONGC`.

(a) to (b) As a part of their business activities and statutory requirements, ONGC incurs expenditure on advertisements of various activities and themes. The number of advertisements issued and amounts spent vary from year to year based on the activities of the Corporation and the prevailing market rate.

The expenditure incurred during each of the last three years is as under:

Year	Amount (Rs. in Crores)
2003-04	43.77
2004-05	26.00
2005-06	36.33

(c) & (d) ONGC has stated that, from time to time, they have to release various types of advertisements as a part of business activity and statutory requirements like:

Publication of financial results / audited accounts as per Govt. /SEBI directives.

Communication to Shareholders.

Tender Notices for various contracts/purchases, etc., from different Work Centers across the country.

Recruitment Notices, Goodwill advertisements and other miscellaneous advertisements for corporate image building.